



Board of Directors Meeting
Wednesday June 20, 2018
Legend's Restaurant
1313 W. Lindsey St.

Minutes

Board Attendance:

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| (A) Kyle Allison, City Council | (P) Randy Laffoon, SportsRadio 1400 |
| (A) Rex Amsler, Embassy Suites | (A) Alesha Leemaster, Norman Public Schools |
| (A) Adrian Buendia, Restaurant Industry | (P) Leesha Maag, Norman Arts Council |
| (A) Charles Diclemente, Marriot at NC | (P) Scott Martin, Chamber of Commerce |
| (A) Carol Dillingham, Cleveland Cty. | (P) William Murray, Montford Inn |
| (P) Helen Green, OU, College of Fine Art | (A) Michael Palermo, Restaurant Industry |
| (P) Jerry M. Hatter, Balfour of Norman | (P) Paige Williams Shepherd, Chickasaw Nation |
| (P) Mandy Haws, Attractions | (A) Andy Sherrer, Republic Bank |
| (P) Brenda Hall, City of Norman | (A) Jason Smith, NEDC |
| (A) Kevin Henry, OU Athletics | |

Call to Order

There was no quorum so we were not officially called to order

Minutes

Minutes from May will be approved through email vote. They were approved by email vote.

Finance Report

Schemm presents the financial report for May 2018. Strong cash position and we are at about where we were last year. Miscellaneous carryover insurance settlement from van, will be used when wrap is done. Consumer advertising and marketing have some big items on them this time including \$5000 sponsorship for National Weather Museum, \$4300 for the OK Travel Guide annual ad and in Public Relations \$10310 for annual subscription for our app. Financials will be approved through email vote. They were approved by email vote.

Semi-Annual Report

Schemm give an update, the annual report is on consent item list with no discussion.

Budget update

Schemm reports that VisitNorman's budget went through city council also with no discussion.

Board Positions

Schemm reports that the Executive Board Members are as follows Rex Amsler- Chair, Mandy Haws-Vice Chair and Charles Diclemente-Treasurer. Arts council will be appointing a new member, everyone else has agreed to new terms.

University North Park

Schemm states that \$5 million has been added to go to fairground for multipurpose facility. If the project is not moved forward this does not happen.

Strategic Plan

As part of the strategic plan it was recommended to think about live music options. It does not necessarily mean that only VisitNorman needs to offer/find solutions, just one area identified that could use some work. Schemm states that he is putting together a group to explore options.

Year End Numbers

Schemm reports that last year we had a record breaking 17,000 room nights. In view of that goals of 15,000 room nights and over 50 leads sent were put into place. Actual numbers for this year were over 16,000 room nights approaching 17,000 and a total of 63 leads sent. Marketing and Communications numbers were also up, reflecting the role of SEO-SEM, with higher PR mentions and Marketing impressions.

Sales Report

Brown and Wagner report that 5 leads were sent in May and 13 leads were booked. Wagner is going to FEA show and Brown and Wagner are both going to Connect in August.

Leisure Report

Burgess-Cady reports that 1 show was attended Eastgate in Tulsa. Six conferences/groups and 2 leisure groups were serviced.

Communications/PR Report

Brickman reports on the Annual Luncheon, a Media Blitz, and other activities. She also reports that press mentions and ad equivalences are up, partly due to more prominent placement of app through the OU visitor's center. Number for May are down from April, which is explained by a number of large events such as Medieval Fair and Music Festival which took place in April.